GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3741
ANSWERED ON:18.12.2006
EXPENDITURE ON ADVERTISEMENT
Pallani Shamy Shri K.C .

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the expenditure on advertisements by various Government departments has been steadily increasing over the year;

(b) if so, the details and the reasons therefor;

(c) whether any direction has been issued to all the Government departments to route their advertisements through DAVP;

(d) if so, the details thereof;

(e) whether there is also a proposal to ease the eligibility conditions for empanelment to promote newspapers published in remote areas and languages with limited reach;

(f) if so, the details thereof; and

(g) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND PARLIAMENTARY AFFAIRS (SHRI P. R. DASMUNSI)

(a): No, Sir.

(b) : Does not arise.

(c) & (d) : Yes, Sir. A copy of the letter written by Secretary (I&B) on 31.05.2005 to all Secretaries of Government of India, is placed at Annexure.

(e),(f) & (g) : No, Sir. The Advertisement Policy of Govt. of India already provides for relaxed eligibility conditions for empanelment with DAVP, for newspapers/journals in Sanskrit or in tribal languages and those published from remote areas.